

FIG. 3A

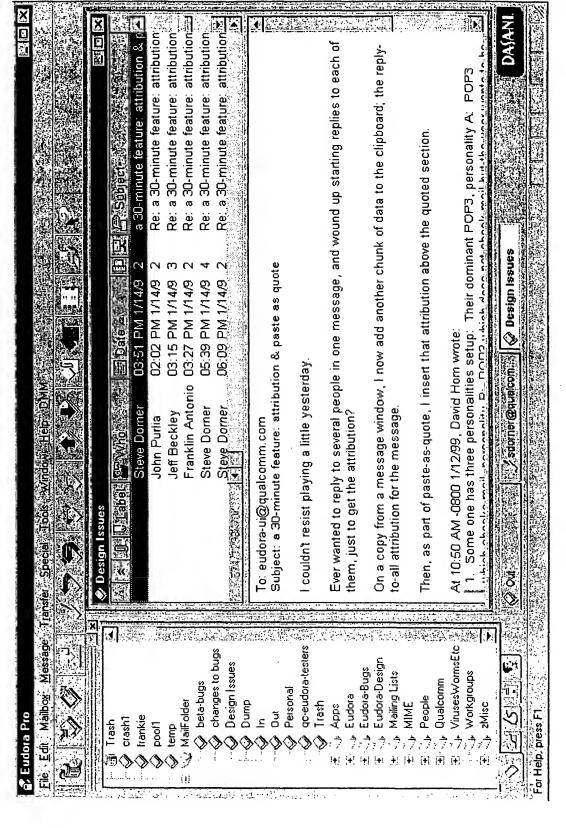
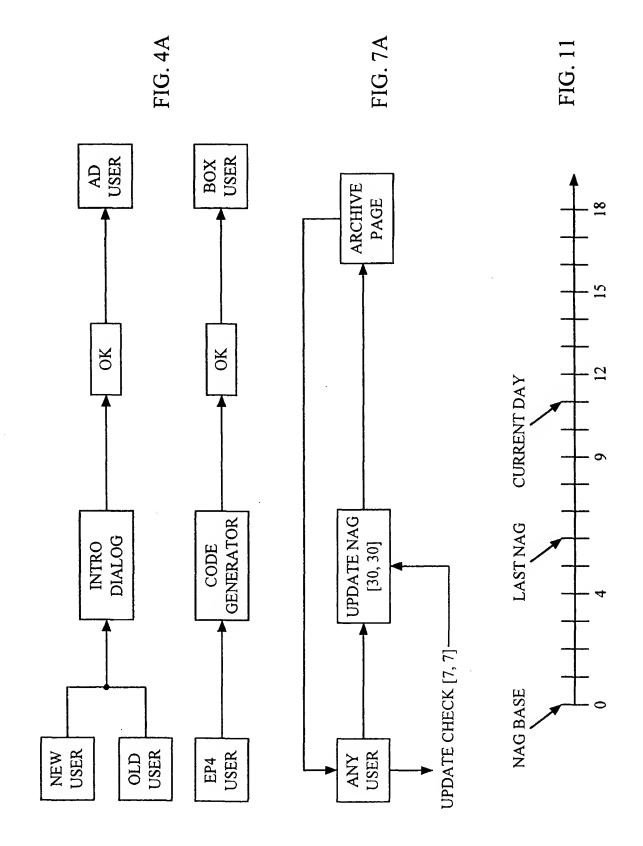


FIG. 3B



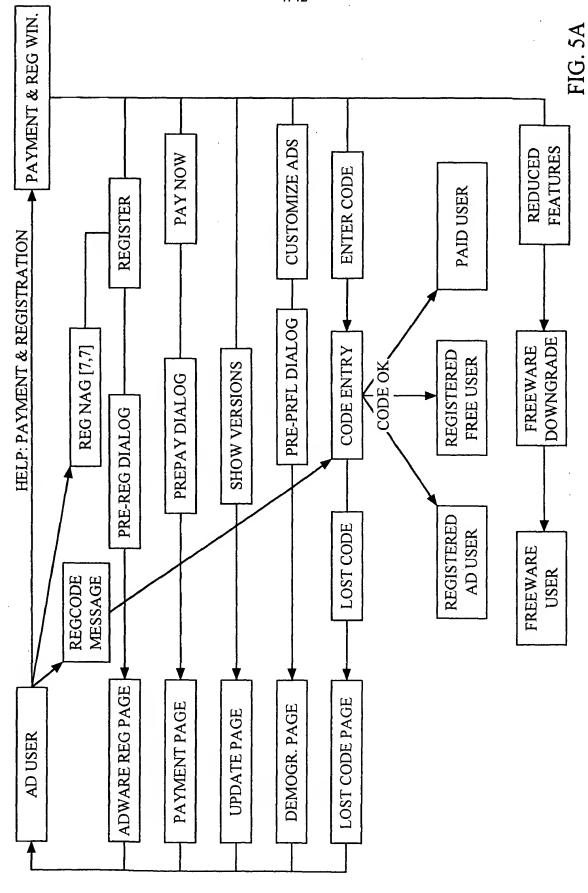
MODE. UNLESS YOU CHANGE MODES, EUDORA WILL RUN IN SPONSORED MODE, MEANING EUDORA IS NOW LICENSED IN THREE WAYS; SPONSORED MODE, PAID MODE, AND LIGHT WELCOME TO EUDORA! IT WILL DISPLAY ADS. WE HAVE DONE OUR BEST TO PRESENT THE ADS IN A WAY THAT RESPECTS THE WORK YOU DO IN EMAIL. BY ALLOWING EUDORA TO DISPLAY ADS, YOU GET THE FULL POWER OF EUDORA FOR FREE AND WE CAN STILL PAY OUR BILLS.

IF YOU DECIDE THE ADS ARE NOT FOR YOU, YOU CAN CHANGE MODES. PAID MODE SHOWS NO ADS. CURRENT EUDORA PRO 4.X USERS WILL BE ABLE TO UPGRADE TO PAID MODE FOR FREE. OTHER USERS WILL BE ABLE TO PAY A LICENSE FEE TO GO TO PAID MODE. AT THIS STAGE IN TESTING, THE MACHINERY FOR PAID MODE IS NOT FULLY TESTED, AND PAID MODE IS UNAVAILABLE. LIGHT MODE ALSO SHOWS NO ADS, BUT HAS MANY FEWER

TO SWITCH FORMS OF EUDORA, PLEASE USE THE "PAYMENT & REGISTRATION" ITEM IN THE HELP MENU. TO LEARN MORE ABOUT THE THREE MODES, CLICK ON THE "TELL ME MORE" BUTTON BELOW.

TELL ME MORE

OK



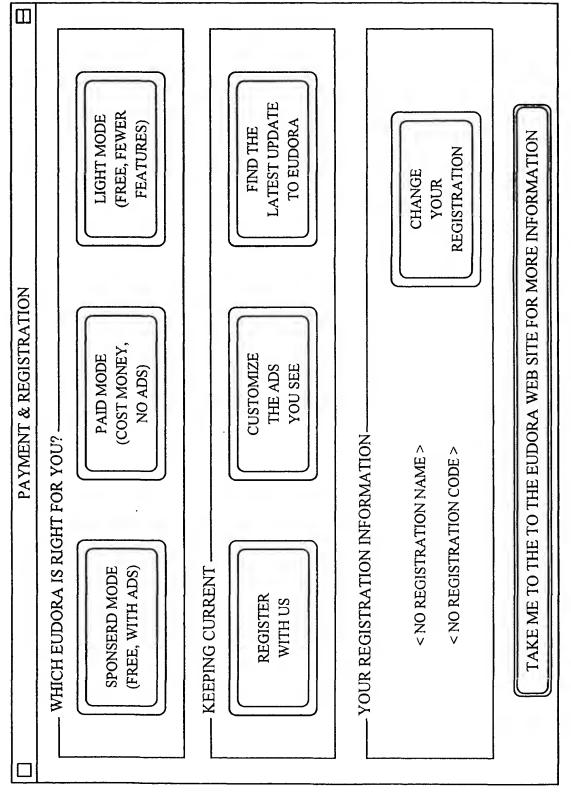


FIG. 5B

AS A REGISTERED USER OF EUDORA WE WON'T NAG YOU AS OFTEN AS WE DO. WE'LL ALSO TAKE ME TO THE REGISTRATION PAGE ERECT A GIANT STATUE IN YOUR IMAGE ON THE FRONT LAWN OF OUR CORPORATE HOW COOL IS THAT? C'MON... REGISTER! IT'S FUN AND EASY! WOULD YOU LIKE TO REGISTER YOUR COPY OF EUDORA? (* GIANT STATUE OFFER VOID ON THE PLANET EARTH) MAYBE LATER HEADQUARTERS (*).

FIG. 5C

THANKS EOD CHOOSING TO BEGISTED ALL	YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE REGISTRATION IS COMPLETE:	• EUDORA WILL OPEN YOUR WEB BROWSER AND TAKE YOU TO OUR REGISTRATION PAGE	• WE'LL FILL IN SOME SIMPLE REGISTRATION INFORMATION ON THE WEB SITE	• WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU	• THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR REGISTRATION INFORMATION	• TA DA! YOU'LL THEN BECOME A REGISTERED USER OF EUDORA THANKS!	CANCEL
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FIG. 5D

 YOU'LL BE ASKED TO PROVIDE YOUR PAYMENT AND REGISTRATION INFORMATION YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE · THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE EUDORA WILL OPEN YOUR WEB BROWSER AND TAKE YOU TO OUR PAYMENT & CONTINUE • TA-DA! YOU'LL THEN BECOME A PAID MODE USER... CONGRATULATIONS! THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU CANCEL THANKS FOR CHOOSING TO PURCHASE EUDORA! REGISTRATION INFORMATION YOUR PURCHASE IS COMPLETE: REGISTRATION PAGE ON THE WEB SITE

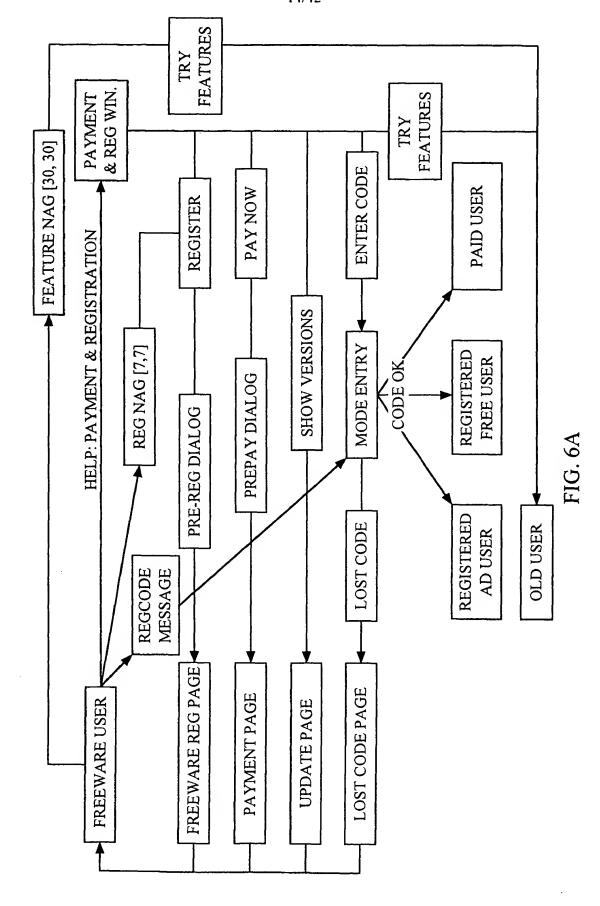
FIG. 5E

r		
RED		OK
R THE NAME YOU REGISTE		CANCEL
—THANK YOU FOR YOUR REGISTRATION!——THANK YOU FOR YOU REGISTERED TO COMPLETE YOUR REGISTRATION, PLEASE ENTER THE NAME YOU REGISTERED UNDER AND YOUR REGISTRATION CODE BELOW.	J REGISTERD UNDER: LAST NAME: MANYJARS CODE:	
THANK YOU FOR YOUR REGISTRATION! TO COMPLETE YOUR REGISTRATION, PLEASE ENT UNDER AND YOUR REGISTRATION CODE BELOW.	THE EXACT NAME YOU REGISTERD UNDER: FIRST NAME: LAST NAME: JOHN YOUR REGISTRATION CODE: [48925-89A2-B1149]	1 LOST THE CODE

FIG. 5F

⋖|||| REDUCED FEATURES CHANGE THE PERSONALITY ASSOCIATED WITH MESSAGES FOR BETTER ORGANIZATION YOU CAN CONTINUE TO ENJOY THE TIME-SAVING POWER OF THESE FEATURES, AT NO CHARGE, POWER OF THE FULL VERSION. HERE ARE SOME OF THE FEATURES YOU WOULD BE GIVING UP, SIMPLY BY LEAVING EUDORA IN SPONSORED MODE. IF YOU REALLY WANT TO MAKE THE ADS GO AWAY BUT KEEP EUDORA'S FULL CAPABILITIES, HIT "CANCEL" AND THEN SELECT "FULL 6 MULTIPLE PERSONALITIES FOR MANAGING MULTIPLE MAIL ACCOUNTS OR IDENTITIES WHILE EUDORA IN LIGHT MODE REMAINS A VERY CAPABLE EMAIL CLIENT, IT LACKS THE b PLAY VARIOUS SOUNDS WHEN MAIL ARRIVES DEPENDING ON YOUR FILTERS MESSAGE STATIONERY TO HELP YOU RESPOND TO YOUR MAIL MORE QUICKLY DO YOU REALLY WANT TO SWITCH TO THE LIGHT VERSION OF EUDORA? CANCEL **b** CHECK THE SPELLING OF YOUR EMAIL MESSAGES AS YOU TYPE OPEN A MESSAGE OR MAILBOX IN RESPONSE TO A FILTER MULTIPLE SIGNATURES TO HELP PERSONALIZE YOUR MAIL WITH CHECKMARKS NEXT TO THE ONES YOU'RE USING NOW: PRINT MAIL DIRECTLY FROM FILTERS VERSION (COSTS MONEY, NO ADS)." **b** MORE POWERFUL FILTERING

FIG. 5G



▼||| WOW! I WANT TO TRY ALL THE FEATURES! THE POWER OF THE FULL VERSION. HERE ARE SOME OF THE CAPABILITIES YOU COULD BE USING CHANGE THE PERSONALITY ASSOCIATED WITH MESSAGES FOR BETTER ORGANIZATION THESE FEATURES WILL BE TURNED ON AUTOMATICALLY, AT NO CHARGE, WHEN YOU CLICK ON THEY ARE DISPLAYED IN A WAY THAT'S SENSITIVE TO WHAT YOU'RE DOING WHEN YOU'RE IN WHILE EUDORA IN LIGHT MODE REMAINS A VERY CAPABLE EMAIL PROGRAM, IT LACKS ALL VERSION IS FREE BECAUSE IT IS SPONSOR-SUPPORTED. THAT MEANS IT HAS ADS IN IT, BUT MULTIPLE PERSONALITIES FOR MANAGING MULTIPLE MAIL ACCOUNTS OR IDENTITIES TO MANAGE YOUR EMAIL (AND YOU'LL BE GETTING MORE OF IT, WE'RE SURE). THE FULL PLAY VARIOUS SOUNDS WHEN MAIL ARRIVES DEPENDING ON YOUR FILTERS MESSAGE STATIONERY TO HELP YOU RESPOND TO YOUR MAIL MORE QUICKLY - WOULD YOU LIKE TO TRY THE FULL-FEATURED VERSION OF EUDORA? -CHECK THE SPELLING OF YOUR EMAIL MESSAGES AS YOU TYPE OPEN A MESSAGE OR MAILBOX IN RESPONSE TO A FILTER MULTIPLE SIGNATURES TO HELP PERSONALIZE YOUR MAIL THAT ENTICING BUTTON BELOW. (C'MON...TAKE A CHANCE.) PRINT MAIL DIRECTLY FROM FILTERS CANCEL MORE POWERFUL FILTERING **EMAIL**

FIG. 6B

THERE ARE UPDATES AVAILABLE TO EUDORA

Ш

YOU HAVE EUDORA VERSION 4.1. THE FOLLOWING UPDATES HAVE BECOME INFORMATION ON ANY OF THESE UPDATES, SIMPLY FOLLOW THE LINKS. IF AVAILABLE SINCE THIS VERSION WAS RELEASED. IF YOU'D LIKE MORE YOU'D RATHER WE NOTIFY YOU OF UPDATES, FOLLOW THIS.

EUDORA 5.3

THIS IS A MAJOR UPGRADE, WITH GREAT NEW FEATURES LIKE AUTOMATIC

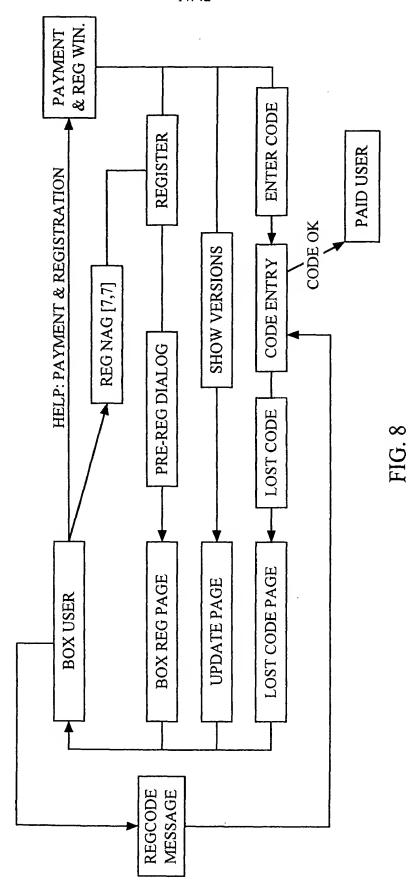
EUDORA 4.2

THIS UPDATE IS MOSTLY BUG FIXES. THIS UPDATE IS FREE TO YOU.

PRINTED MANUAL

YOU CAN BUY A PRINTED MANUAL FOR EUDORA.

FIG. 7B



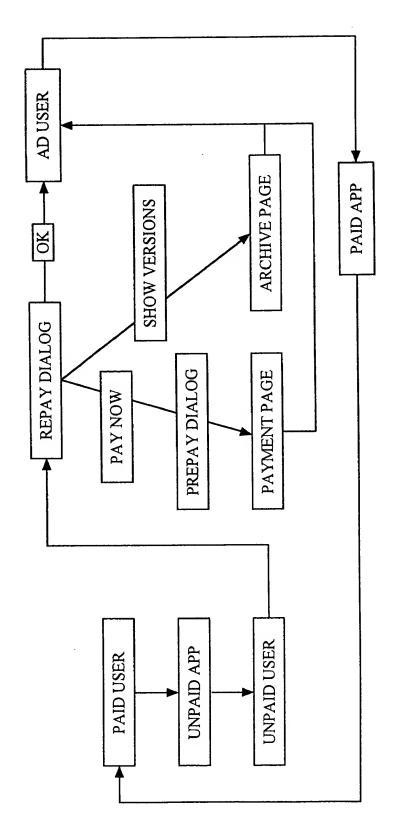


FIG. Y

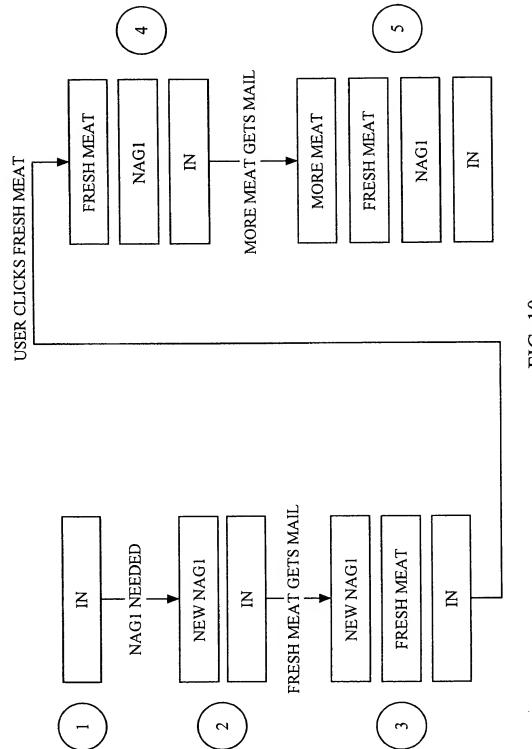


FIG. 10

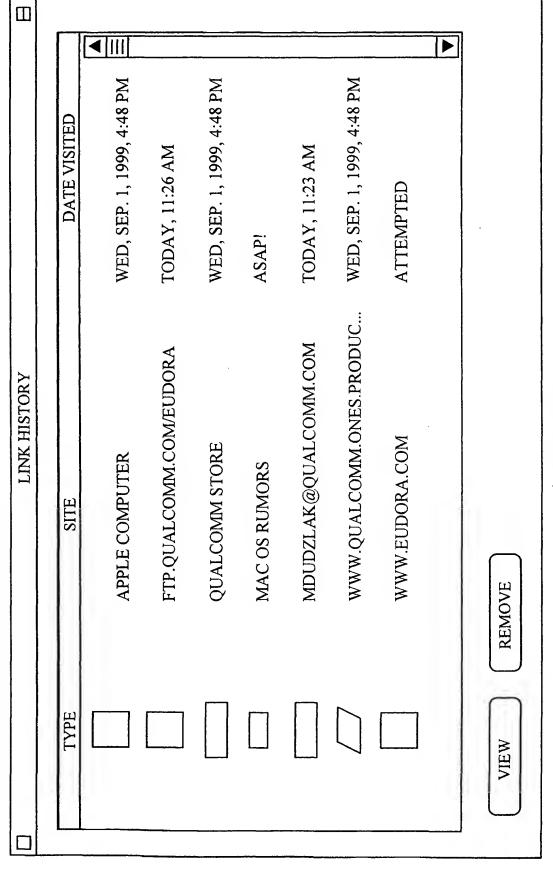


FIG. 12A

	W. HELP ME COPE. 300KMARK FOR LATER ONNECTED.	VISIT NOW	BOOKMARK	REMIND ME	
YOU CAN'T GET THERE FROM HERE	YOU'RE NOT CONNECTED TO THE INTERNET NOW. HELP ME COPE. CONNECT YOU AND VISIT THE SITE, RECORD A BOOKMARK FOR LATER REMIND YOU TO VISIT IT NEXT TIME YOU ARE CONNECTED.	CONNECT TO THE INTERNET AND VISIT T	BOOKMARK THIS SITE TO VISIT L	BOOKMARK THE SITE, AND REMIND YOU YOU'RE CONNECTED TO THE INTER	☐ REMEBER YOUR CHOICE FOR NEXT TIME

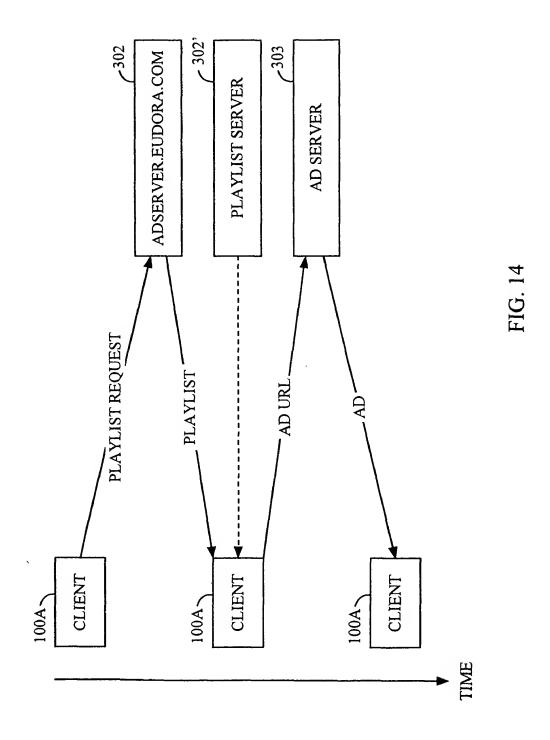
FIG. 12B

CALOIT MAIOCCA	
AVERAGE CONNEC. SPEED, Xbps	28.8
AVERAGE AD SIZE, Xbps/cm	9.3
NUMBER OF USERS	8,000,000
NUMBER OF HOURS RUNNING EUDORA	2
NUMBER MAILCHECKS PER USER PER HOUR	JR 2
PLAYLIST ENTERY SIZE, BYTES	200

FIG. 13A

										
	PLAYLIST	Xbps/	100,000	USERS	0.0	0.1	0.1	0.1	0.1	0.2
	8 x USERS	PLAYLIST	BAND-	WIDTH, Xbps	4	5	7	6	11	12
·		CONN-	ECTIONS,	1000	2.4	3.6	4.8	0.9	7.2	8.4
IMPLICATIONS	AD	Xbps/	100,000	USERS	8.0	1.3	1.7	2.1	2.5	2.9
	8x USERS	AD BAND-	WIDTH,	Xbps	<i>L</i> 9	101	135	168	202	235
		# SECONDS	ADDED PER	CHECK	9	10	13	16	19	23
	# SECONDS	DOWN-	LOADING	ADS	26	39	. 25	59	82	06
	# OF NEW	ADS PER	USER PER	DAY	10	15	70	25	96	38

FIG. 13B



```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we within the current ad's showFor?
if (ad.thisShowTime < ad.showFor)
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
do AdEndBookkeeping
// Pop out of a block if all ads on par
if (block isn't all playlists)
find ad with minimum ad.numberShown
if ( ad.numberShown >= blockGoal )
set block to all playlists
// If we are over our quota of regular ads for the day,
// look for a runout
if (adFaceTimeToday > faceTimeQuota)
do ShowARunout
else
Do ShowARegularAd
// end ad schedule main
```

```
// We must perform certain tasks when the calander day
changes.
CheckForNewDay
{if (the calander day has changed)
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if (ad.thisShowTime > 0)
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
// Now, reset the counters for all ads to reflect the fact
that
// a new day has dawned.
for all ads
ad.numberShownToday = 0
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
// end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this runout today?
if (ad.numberShownToday > ad.dayMax)
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if (ad.shownFor > ad.shownForMax)
try next runout ad // this one's used up forever
// are we between the ad's start and end date?
if (ad.startDate < the current date < ad.endDate)
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
// if we haven't found a runout ad, we will go to "rerun"
Do ShowARerun
// end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// is this ad recent enough to rerun?
if (ad.lastShownDate is older than returnInterval)
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if (ad.numberShownToday >= blockGoal)
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, at this point we can show this ad, but because
// we're in rerun, we don't keep the books
Do ShowAnAd
return
// if we get here, we have no ads to show. Punt.
return
}
// end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this ad today?
if (ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next add // need to find a friend in this block
// are we done showing this ad for ever and ever?
if (ad.shownFor > ad.showForMax)
try next ad // this one's used up forever
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, we believe we should show this ad
// we are now in regular state
Do ShowAnAd
return
// if we get here, we have failed to find a regular
// ad. Go to runout
Do ShowARunout
// end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if (in RerunState)
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if (ad.thisShowTime >= ad.showFor)
{
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset this Show Time here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
// end AdEndBookkeeping
```

FIG. 15F

FIG. 15G

FIG. 15H

PERSISTANT ADS	INT ADS
PLAYLIST REQUEST	
FACE TIME	FACE TIME USED TO DETERMINE HOW MUCH ADVERTISING
	TO SEND TO CLIENT
FACE TIME LEFT NOT USED	NOT USED
PLAYLIST RESPONSE CLIENTINFO	
REQINTERVAL	REQINTERVAL RELATIVELY LARGE: ONE OR MORE DAYS
FLUSH	USED. SINGLE PLAYLIST COMPLETELY SPECIFIES
	LIST OF ADS CLIENT SHOULD HAVE
PLAYLIST RESPONSE SCHEDULING PARAMETERS	
SHOWFORMAX NOT USED	NOT USED

FIG. 16A

SHORT-L1	SHORT-LIVED ADS
PLAYLIST REQUEST	
FACE TIME NOT USED	NOT USED
FACE TIME LEFT	FACE TIME LEFT USED TO DETERMINE HOW MANY ADS CLIENT
	SHOULD RECEIVE
PLAYLIST RESPONSE CLIENTINFO	
REQINTERVAL	REQINTERVAL NOT USED. INSTEAD, CLIENT REQUEST NEW
	PLAYLIST WHENEVER ADS "RUN LOW".
FLUSH	FLUSH NOT USED
PLAYLIST RESPONSE SCHEDULING PARAMETERS	
SHOWFORMAX	SHOWFORMAX USED TO DETERMINE HOW LONG AN AD RUNS

FIG. 16B

Ш			
	FUDORA DOESN'T SEEM TO BE GETTING ADS. FOR SOME REASON, EUDORA IS UNABLE TO DOWNLOAD NEW ADS. DOWNLOADING AND DISPLAYING ADS IS A REQUIREMENT FOR THE FREE FULL-FEATURED VERSION OF EUDORA. PLEASE VISIT THE EUDORA WEB SITE FOR INFORMATION ABOUT HOW TO RESUME GETTING ADS.	INVALID HTTP REQUEST (ERROR CODE: 503) IF AD DOWNLOADING CONTINUES TO FAIL, EUDORA WILL EVENTUALLY REVERT TO THE LIGHT VERSION WHICH IS LESS POWERFUL.	TAKE ME TO THE EUDORA WEB SITE

FIG. 17A

SOMETHING SEEMS TO BE COVERING THE AD.

ALL OR A SIGNIFICANT PORTION OF AN AD. THE SOFTWARE IS DESIGNED TO NOTIFY YOU WHEN THIS HAPPENS IN THE HOPES THAT YOU WILL STOP COVERING UP THE AD. IF YOU DON'T, THIS TS PROBABLY INADVERTENT, BUT EUDORA HAS DETERMINED THAT YOU ARE COVERING UP WINDOW WILL KEEP POPPING UP (WHICH YOU WILL PROBABLY FIND QUITE ANNOYING). WE'VE ALWAYS GOT SOME GOOD STUFF UNDER DEVELOPMENT BACK AT THE HOME OFFICE, AND IT'S THE ADVERTISING IN EUDORA THAT ENABLES US TO CONTINUE TO DEVELOP THE SOFTWARE IRYING TO COVER THE ADS BECAUSE THEY'RE BOTHERING YOU. OF COURSE, YOU CAN CHOOSE ADVERTISING ISN'T ANNOYING AND WE GENUINELY HOPE THAT YOU ARE NOT DELIBERATELY FOO PAY US FOR EUDORA BY CHOOSING "PAYMENT & REGISTRATION" FROM THE "HELP" MENU AND CLICKING ON "PAID FULL VERSION." OR YOU CAN REMOVE WHATEVER IS WHILE PROVIDING IT TO YOU FOR FREE. WE'VE WORKED HARD TO MAKE SURE THE OBSCURING THE AD OK

FIG. 17B

WHY EUDORA'S FEATURES ARE BEING REDUCED AT THIS TIME, PLEASE VISIT THE EUDORA REVERT TO A LESS POWERFUL VERSION. IF YOU WOULD LIKE MORE INFORMATION ABOUT EUDORA HAS BEEN UNABLE TO DOWNLOAD ADS FOR QUITE SOME TIME AND WILL NOW SADLY, OK... WEB SITE. YOU WILL FIND INFORMATION THERE ABOUT HOW THE FULL-FEATURED EUDORA WILL NOW REVERT TO A LESS POWERFUL VERSION. -TAKE ME TO THE EUDORA WEB SITE WE'RE SORRY FOR THIS INCONVENIENCE. VERSION CAN BE REACTIVATED.

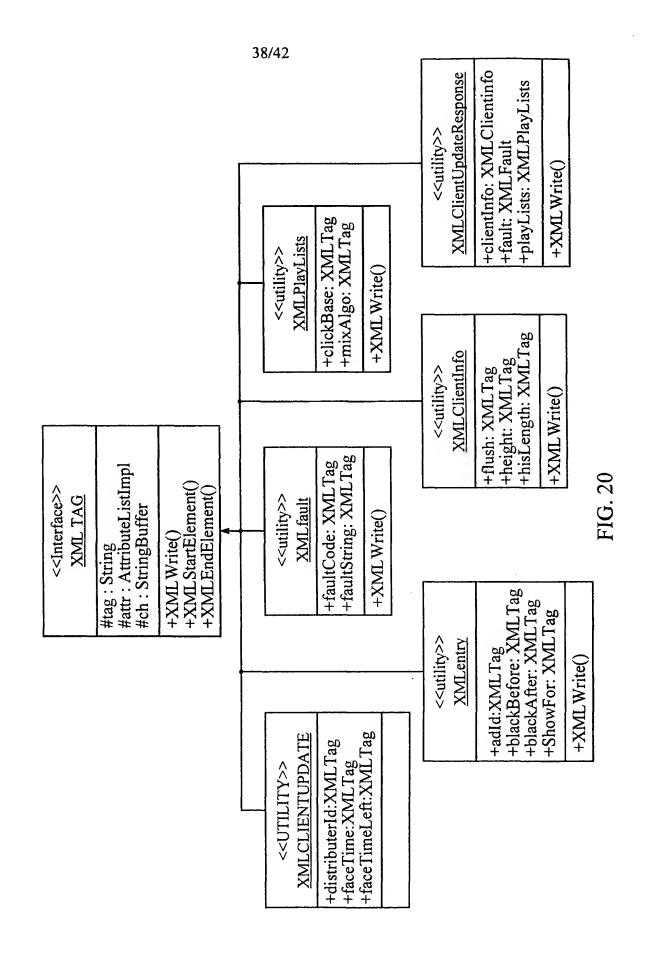
FIG. 17C

GENERATE INFO WHAT WE'LL BE COLLECTING AND GIVE YOU A CHANGE TO ELIMINATE ANYTHING YOU DON'T WANT TO AND A MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, HEADERS THAT IDENTIFY THE MAIL AS COMING FROM YOU. YOU SEE, WE DON'T ACTUALLY NEED TO IF YOU'RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW PEOPLE USE IT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN. IN ORDER TO MAKE EUDORA WORK AS WELL AS POSSIBLE, IT'S IMPORTANT THAT WE KNOW HOW KNOW WHO YOU ARE TO FIND YOUR INFORMATION HELPFUL. SO WE PROMISE TO PROTECT YOUR WE VALUE OUR PRIVACY; WE'RE PRETTY SURE YOU VALUE YOURS. SO WE WANT YOU TO KNOW PLEASE UNDERSTAND THAT AS SOON AS WE RECEIVE YOUR EMAIL, WE WILL THROW AWAY THE SEND. SIMPLY UNCHECK THE BOXES NEXT TO ANY INFORMATION YOU'D RATHER NOT SEND EUDORA FEATURES YOU USE □ YOUR NET/EUDORA USAGE CANCEL AND THEN SEND IT TO US OR NOT -- THAT'S UP TO YOU. IT'S OK TO TRANSMIT STATISTICS REGARDING: WE'D LIKE TO KNOW HOW YOU USE EUDORA. PRIVACY AND TURN YOU INTO "JUST A NUMBER.": :) [6] ADVERTISEMENT INFORMATION D YOU'RE DEMOGRAPHIC DATA D NON-PERSONAL SETTINGS

FIG. 18A

				CraCt	IUPIC												TO-ON	AD-FAIL	TUTOR	FAQ	LIGHT	SEARCH	USENET
	REGFIRST EMAIL REGLAST VAME REGCODE DE OLDREG	REGLEVEL	PROFILE URL	ADID							X	X		×									
	AST SCOJ SLDJ	2			1	×				X	<u> </u>	`				X							
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CA	Æ	DISTRIBUTORII	Ž L		-	×	×	X	$\mathbf{X} \mathbf{X} \mathbf{X}$	XXX	$ \mathbf{x} \mathbf{x} \mathbf{x}$	$\mathbf{X} \mathbf{X} \mathbf{X} \mathbf{X} \mathbf{X} \mathbf{X}$	$X \mid X \mid X \mid X \mid X$	XXXXX	L_	X	$X \mid X \mid X \mid X$	XXXX	XXXX	$X \mid X \mid X \mid X$	$X \mid X \mid X \mid X$	$X \times X \times X$	XXXX
PL		E E	VERSIC PRODUCT	7	7	X	X	X	$X \mid Y$	X	X	X	X	×	<u> </u>	X	X	×	X	X	×	X	\times
A		STE	<u>></u> 6	08. 2	7	\sim		Χ.	X	$\hat{}$	X	X	×	×	-	X	×	\times	X	×	\times	×	M
,		Î	PR	Ą	ACTION	PAY	REGISTER-FREE	REGISTER-AD	REGISTER-BOX	LOSTCODE	UPDATE	PROUPDATE	ARCHIVED	PROFILE	INTRO	N/A	SUPPORT	SUPPORT	SUPPORT	SUPPORT	SUPPORT	SUPPORT	SUPPORT
PAGE	·					PAYMENT	FREEWARE REGISTRATION	ADWARE REGISTRATION	BOX REGISTRATIONS	LOST CODE	UPDATE	PRO UPDATE	ARCHIVED	PROFILE	INTRODUCTION	SUPPORT	QUICK TIME MISSING	AD FAILURE	TUTORIAL	FAQ	LIGHT USERS	SEARCH SUPPORT	NEWSGROUPS

FIG 19



% The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT" * FROM ads WHERE StartDate<=today AND endDate>=today + 30 AND AdType = "I" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today +

% The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

(Comment: Face time left for today is the number of seconds the servlet can use to deliver special ads today.) predict face time [seconds] = SUM(faceTime[tomorrow], faceTime[tomorrow+1], ... faceTime[tomorrow+reqInterval])

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time -faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill

FIG. 21A

```
face time left for today -= ad.showFor
                                                                     select ad [according to target = today]
                                                                                                                                                                                                                                                                                                goal show time left -= ad.showFor
                                                                                                                                                                                                                                                                             select ad [according to target]
                                              if ad is not in the history {
                      while (face time left for today)
                                                                                                                                                                                                                                                     if ad is not in the history {
                                                                                                                                                                                                                            while (Goal show time left ) {
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         facetime = 30 minutes
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              histLength = 31 days
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 reqInterval = 1 day.
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     faceTimeQuota is?
                                                                                                                                                   next ad
                                                                                                                                                                                                                                                                                                                                                                                                                                                            Default values:
                                                                                                                                                                                                                                                                                                                                                           next ad
% Targeting
```

FIG. 21B

